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Alentejo Wine Exports to Brazil Set to Surpass Four Million Liters as EU-Mercosur Deal Lifts Tariffs

Portuguese producers anticipate major growth in South American markets with new trade agreement easing export barriers

Friday, January 16, 2026



The Alentejo Regional Wine Commission (CVRA) has expressed strong support for the newly approved trade agreement between the European Union and Mercosur, viewing it as a strategic development for the region’s wine industry. The CVRA released a statement today highlighting the significance of the agreement, which aims to strengthen trade relations between the two economic blocs and open new opportunities for Alentejo wines in South American markets.

The agreement, set to be signed in Paraguay, will gradually eliminate customs tariffs on European wine exports to Mercosur countries. This change is expected to benefit Portuguese wine producers by providing access to a large market with hundreds of millions of consumers. The CVRA emphasized that Alentejo wines have already established a reputation in these markets, and the removal of tariff barriers could further boost their presence.

Brazil stands out as a key market within Mercosur for Alentejo wines. According to Luís Sequeira, president of the CVRA, Brazil is currently the main destination for Alentejo wine exports, accounting for around four million liters in 2025. Despite facing high tariffs in recent years, Alentejo wines have maintained strong brand recognition among Brazilian consumers. Sequeira believes that the new agreement will allow for significant growth in exports by making Portuguese wines more competitive.

The CVRA also noted that the agreement creates more balanced conditions for competition and is likely to stimulate export growth not only in Brazil but also in other Mercosur countries with high potential for expansion. The commission described the deal as a sign of openness and cooperation at a time when global trade is affected by geopolitical uncertainty and protectionist policies.

For Alentejo wine producers, internationalization remains a central goal. The region’s Strategic Plan 2026–2031 focuses on sustained export growth by promoting the unique qualities of Alentejo wines and positioning the region as one of the world’s leading wine producers. The CVRA sees this trade agreement as an important step toward achieving those objectives.

The Council of the European Union announced its approval of the EU-Mercosur trade agreement on January 9. The deal will allow European exporters to sell more vehicles, machinery, wines, and spirits in South America. In return, it will facilitate imports of meat, sugar, rice, honey, and soybeans from Mercosur countries into Europe.

Industry observers expect that Portuguese wine producers, especially those from Alentejo, will benefit from increased market access and reduced costs associated with exporting to South America. The CVRA plans to continue promoting Alentejo wines internationally and leveraging this new agreement to expand their reach in key markets.